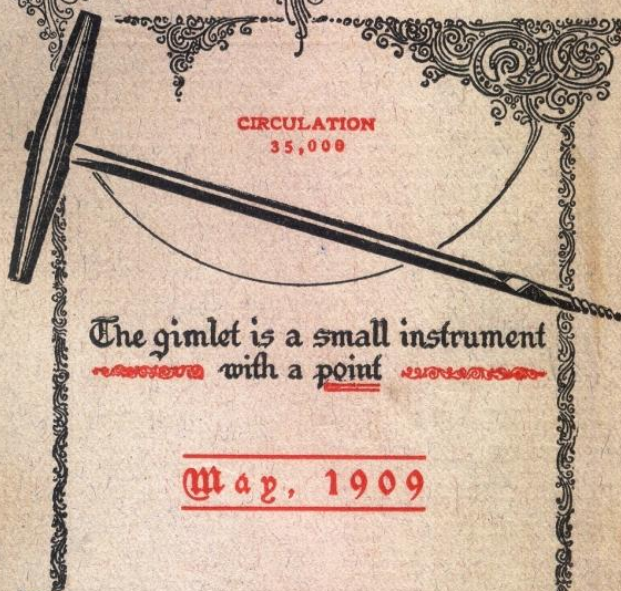


The Gimlet

CIRCULATION

35,000



The gimlet is a small instrument
with a point

May, 1909

- Damages 24 Cents per annum.
- We need the money - There may be more numbers - That all depends.
- This is real second class stuff that pays first class postage - No post offices entered.

WE deceive ourselves if we believe that there are violent passions like ambition and love that can triumph over others. Idleness, languishing as she is, does not often fail in being mistress; she usurps authority over all the plans and actions of life, imperceptibly consuming and destroying both passions and virtues.

—*Rochefoucauld's Reflections*

THIS PAGE DEVOTED TO VIEWS
OF ST. LOUIS



THE EADS BRIDGE ACROSS THE MISSISSIPPI

The Eads Bridge was named after Col. Eads, the engineer who built it. It was finished along about 1874. The first thing I saw when I landed in St. Louis was this bridge. My arrival added to the population but not to the capital of the city.

St. Louis then had a population of 300,000. To-day it has 800,000. St. Louis is the fourth city in the United States, not only in population—which nearly everybody knows—but it is the fourth city in manufacturing—which is a point a good many people do not know.

Within a radius of 500 miles of St. Louis there live in a state of greater or less happiness 30,000,000 people.

Under the bridge you have a glimpse of the Mississippi River. When I landed in St. Louis steamboats were four deep for miles up and down the levee. This great river traffic has almost passed away. But we are on the threshold of another era of prosperity for the great old Mississippi. The pendulum swings back and forth. With Fourteen-feet-to-the-Gulf there is going to be another generation of river men. The Father of Waters, like Rip Van Winkle, has been asleep, but there are signs of his awakening.

MIKE.

HERE THEY ARE
ORIGINAL *Mike Kinney*
HORSE GOODS

Mike Kinney Goods are strong, well made, practical and simple in design. They give excellent service under every test. Neatly packed and attractively labeled.



MIKE KINNEY CURRY COMBS

Extra heavy gauge sheet steel back; eight cross bars with perfect teeth securely riveted to frame; strong heavy braced shank with side extension knockers and a heavy brass ferrule; oxidized copper finish; enameled handle.

To Retail for 25c



MIKE KINNEY HORSE COLLARS

Draft, about 16½ inches; sizes, 17-21 inches; made of best selected fair leather; imitation Scotch; flat thong sewed; patented release tongue buckle.

To Retail for \$4.00

NOW DON'T THIS JAR YOU?

A line of *Mike Kinney Horse Jewelry*. Well, of course, these hardware buyers think they know something about Horse Goods, but I thought I would just bring out a line of first class stuff under my own brand—the MIKE KINNEY brand. The quality of these goods is first class. They are not fancy goods. They are just plain, serviceable articles any common sense man needs in his stable.

The Collar is well made, of selected fair leather.

The Curry Combs are extra heavy—good for hard work.

The Horse Brush is the army shape—good size and made for hard use.

The Clippers are the kind I use on my 100 horses. Nothing of the society way about these Clippers—made plain—for business.

The Whip is the same way—good, heavy and strong, for hard service.

If our salesman does not call regularly, write us.

The Gimlet

I do not put any net prices on these goods because all my competitors lay awake nights waiting for *The Gimlet*. Order from our salesman or send us a mail order, and if the goods are not satisfactory, if they are not exceptional value for the money, then you can return them at my expense, and I will pay the freight both ways. All our salesmen are now pushing Mike Kinney goods. They do this for love of me. We have already had to buy a second supply of the Curry Combs, Brushes and Whips.

Now, brother, don't buy too many of these goods at one time. Just put in a moderate line, and when you see they are moving buy some more. We expect to carry the Mike Kinney Horse Jewelry right along. Put them in as a regular item in your stock, not for to-day, but for this year and next year, because we will continue to run a line of these goods regularly in future.

Send along a sample mail order.

MIKE.



MIKE KINNEY HORSE BRUSHES

To Retail for \$1.00

Are Army Pattern shape, made of good bristle and select fibre, leather cake back covered with high class tan leather and a heavy grain tan leather strap handsomely embossed.



MIKE KINNEY HORSE CLIPPERS

To Retail for \$2.25

Strong, sharp and easy working. Cutting blades made of extra high grade tempered tool steel, nickel plated ferrules, full and round hard wood handles, finished in Mike Kinney Green Enamel.



MIKE KINNEY WHIP. Retails for \$1.00

Full laminated stock, center made of old-fashioned, hand-tanned one-piece genuine rawhide, running from snap to cap, four hand-stitched buttons. Entire whip has a wire cover to insure long wear.

If you are in the harness business for keeps and a real gain, you need MIKE KINNEY HORSE GOODS.

**Let us prove it with our Salesmen's Samples
or write us direct.**

BY RETURN MAIL IS WISEST.

Try a Mail Order.

The Gimlet

— OUR MAIL ORDER CREED —

WE BELIEVE

All retail merchants find it necessary to send Mail Orders to some jobber when they need goods between the visits of salesmen. Such Mail Orders are generally RUSH orders, and are wanted in a hurry, because some customer is waiting for the goods.

WE BELIEVE

The first and most important thing for the prompt and satisfactory handling of Mail Orders is to HAVE THE GOODS. Isn't it, therefore, wise to send your Mail Orders to the jobber you KNOW will fill them promptly and completely?

WE BELIEVE

We come nearer really FILLING Mail Orders more completely, more promptly, and pricing them more carefully, than any other hardware jobber.

WE BELIEVE

That in the matter of GOOD SERVICE, in the way of COMPLETE and PROMPT Mail Order shipments, we stand SUPREME.

THEREFORE

If you are still in doubt—with these facts before you,—we ask you to send us a **trial Mail Order**, and draw your own conclusions.

Norvell-Shapleigh Hardware Company

Established 1843

SAINT LOUIS

If our salesman does not call regularly, write us.

DIAMOND EDGE SHEARS

DE The cutting face is made of the finest quality high grade carbon steel, welded to extra select malleable iron frames, which process gives a perfect adjustment; will hold its shape, and cannot be easily broken.



DE The cutting edge is hand honed, insuring a perfectly smooth cut. The blades have a milled surface at the shoulder, and are well fitted together, insuring a perfect ride or cut from shoulder to point. They are highly tempered, exceptionally well finished and beautifully etched.

DE Patent nut always keeps blades firm.

DE Once you sell **Diamond Edge Shears**, you will wonder how you could have ever been satisfied with other kinds.

EACH SHEAR PACKED IN AN INDIVIDUAL BOX

DON'T MISS THIS THOUGHT

You cannot have a better advertisement of your line of goods than a first class shear branded on the blades. They last for years. The brand is always in sight. They are used every day.

If you sell **Diamond Edge** tools you surely should sell **Diamond Edge** Shears. One line will advertise the other.

What a waste to sell one line of tools and another line of shears. That is not concentration. It is diffusion. Nature is a good guide and she teaches us that power always comes from concentration—weakness from diffusion. Think this over.

MIKE.

Try a Mail Order.

Diamond Brand Catchers' Mitt

The Spencer Special Professional Model

Designed
by
E. K.
Spencer,
Catcher,
Boston,
American
League



1908
Record

Batting
240

Fielding
983



Made of **best quality calf leather**, light tan color. Has a natural pocket that requires no preliminary "breaking in;" metallic eyelets; all seams welted and double stitched with linen thread; strap and buckle at wrist.

We invite comparison of our line of base ball goods with any other on the market. Compare—that's the test we invite.

Send for our Sporting Goods Catalog, and look it over.

WHAT A VAST DIFFERENCE

there is in the various lines of Catchers' Mitts! I have seen several lines and I know. A mitt can very easily be "skinned" in the making. Just lay a first class line alongside of a cheap and poorly made line and you will see the difference at a glance. Just send for a line of samples. We are right in the Mitt game with both feet—no—I mean both **hands**. If our salesman isn't too tired these days he will show you the line. "PLAY BALL!"

MIKE.

If our salesman does not call regularly, write us.

DO YOU SELL RACKETS?

This will introduce you to our **No. 1000 Normandie Lawn Tennis Racket**. It represents the highest product in the Racket maker's art. The material, workmanship, style and finish is of the **highest grade**, and is in accordance with the very latest designs.

The frame is of the very best carefully selected second growth ash, mahogany throat,



with cane re-inforcing strip from handle to almost center of bow. This cane reinforcement adds very materially to the strength, and also gives the Racket increased driving power. Strung with the **very best selected English gut**, each strand carefully selected.

This is an attractive Racket to know and sell. **Weights, 13, 13½, 14, 14½ and 15 ounces.**

Try the Normandie and get the Racket trade of your town

WELL! WELL!

I used to spell it "Racquet," but now it is just plain "Racket." I wonder how many meanings this word has!

Have you heard the news? The farmers in Kansas have got so rich they are now playing lawn tennis to get exercise. It's sure a queer world. In the early Kansas days men used to drive over the plains offering Boston money on quarter sections. Most of this money was lost. The farms were deserted. Now these same farms pay for themselves in \$1.25 wheat every year. I have seen corn burned for fuel in Kansas. Now they get natural gas from below and raise 75-cent corn above. No wonder they play lawn tennis in the side yard.

MIKE.

Try a Mail Order.

CHEAPER THAN AUTOMOBILES



The Bicycle business is no longer a fad. With the right Bicycle, the number of wheels you can sell annually is limited only by your ability in talking and showing them.

With our **No. 700 Rugby**, you can go as fast and as far as you like. It is a tried and proven standard—the ideal Bicycle for good, hard, all around service.

Our **52-page catalogue** treats the whole Bicycle question in a clear and fair manner, and shows why the **Rugby** is the Bicycle for those dealers who want the highest standard of comfort, utility and Bicycle satisfaction.

WRITE FOR IT AND OUR AGENCY PROPOSITION

THE CATALOGUE HOUSES

sell Wheels and Sewing Machines because the local dealers do not show and advertise them. Do you think any sane man would rather buy from a catalogue?

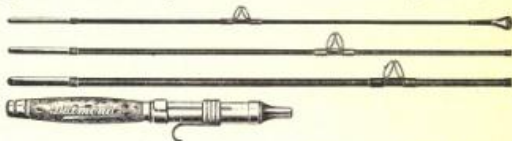
Get the boys in town who want Wheels to make up a "club order." Give them "something off." Work up the business. Don't be dead to the world and then raise a howl when the Express Company brings in a bunch of Wheels from Chicago. An ounce of **Hustle** is worth a pound of **Howl**.

Send for our catalogue and prices and send out a clerk to drum up some bike trade—don't wait for it to come to you. **MIKE.**

If our salesman does not call regularly, write us.

Diamond Steel Fishing Rods

- DE We want to tell you why the Diamond Steel Rod is better than any other.
- DE Each Rod is subjected to the closest scrutiny during the process of construction.
- DE When finished, it is put to a test 50 per cent more severe than any other fishing rod.
- DE Ferrules all fitted to a micrometer gauge, insuring a perfect finished job.
- DE All parts are interchangeable.
- DE We court comparison of our Rod with any other.



- DE The illustration shows our No. 44 Special Casting Rod.
- DE It is fitted with cork grip handle, full nickel mountings, solid reel seat above hand.
- DE Trimmed with two-ring German Silver guides, and extra large double hole; agate top, short casting grip and finger hook.
- DE All Diamond Rods guaranteed against imperfections in material and workmanship.

Complete Tackle Catalog now ready—Write for It

SPRING HAS CAME!

Do you feel the call of the woods and streams? Do you know the joy of the trout's double pull? Have you felt the bass' strike?

Oh, for the click of the reel and the singing of the line! Then we are free men. Then we come in for our own. Man, hand to hand with Nature! Man taking his food by the quickness of his eye and the skill of his hand. Strong men, free—not strong men in bondage to petty-souled bosses by the might of accumulated dollars. Me for the long road and the glistening stream!

MIKE.

Try a Mail Order.

The Gimlet

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IT'S LAWN SPRAYING TIME

This BRASS RING SPRAY throws out a strong fountain-like mist spray. It is made to do efficient sprinkling, and guaranteed to satisfy.

Here is a good Summer leader that you can retail at 75 cents, or less, and use as a flyer to call attention to your other hose fittings and fixtures.

We carry many other styles and sizes. The demand for Lawn Sprinklers is increasing very rapidly.

When you order by mail, call for Lawn Sprinkler No. 225.

Packed one in a carton. Weight, per dozen, ten pounds.

WELL, BROTHER,

Instead of dragging around the hose and doing your sprinkling with wet feet, simply adjust this Sprinkler and then sit on the front porch, read the paper, and occasionally look at the beautiful rainbow these sprinklers make when the sun helps. You know the rainbow is a sign of the Covenant. Also remember at the end of the rainbow you will find a pot of gold.

With lawn sprinklers, and carpet sweepers, and automatic vacuum house cleaners, and electric lights, there won't be much for any of us to do after awhile but play Bridge. Won't somebody invent something that will take care of the children, and then all the ladies will become more intellectual than ever? Gee! we men won't be in it for a minute. You know in this country there are only two classes—the workers and the leisure class—and the ladies, God bless them! are our leisure class. MIKE.

If our salesman does not call regularly, write us.

COLT'S AUTOMATIC PISTOL



No. 2252 A A

25 Caliber

Made also in
32 Caliber

THE STANDARD OF THE WORLD

Has **blued** 2-inch barrel; length over all, $4\frac{1}{2}$ inches; shoots 25 caliber Colt's Automatic, rimless, smokeless, center fire cartridges, with metal patched bullets; capacity of magazine, 6 shots; weighs 13 ounces.

WE ARE HEADQUARTERS FOR
COLT'S AUTOMATIC PISTOLS

WRITE FOR DESCRIPTIVE CIRCULAR
AND NET PRICES

THE MAIN TROUBLE

with this Pistol is to get enough of them to fill orders. The manufacturers deal out our share to us in homeopathic doses.

This "automatic" has surely made a great hit with the trade, and I guess it will make a good many more hits of another kind before we get through reading the newspapers.

In these days when everybody is getting so durn good you can't carry a big gun in your hip pocket without having some sheriff rub up against you and then make you pay a fine for carrying concealed weapons. That's the trouble with carrying a cannon. Now, you carry this little "pepper box" in your vest pocket, just on the other side from your watch, and nobody will know you are a walking arsenal.

Then there is a big demand for them from automobilists.

I wish we could get enough from the factory.

MIKE.

Try a Mail Order.

THE ALL-WRIGHT COUCH HAMMOCK

Frame is made of metal-slat fabric, with tension spring at both ends, giving a perfect resilience and ease of motion.

Uprights and wind-shield made of the very finest grade of thirty-ounce army duck, and furnished in tan color, strung from fourteen points with best quality of sash cord, with a patent ring of special design that requires no knot or tie. Easily adjusted.



Mattress made of best quality cotton felt, and upholstered. The covering is a select quality of denim, finished in rich green, with a valance of the same material.

The mattress valance is utilized as a wind-shield, and is made fifteen inches wide instead of seven inches. This has the added advantage of being fastened to the mattress at the bottom, thereby making a sort of box and preventing small children from falling out. The mattress covering is six-ounce tan khaki drill. A comfort and pleasure to both young and old. Write for prices to-day.

WHY WORK?

Some people—like me—make thousands out of their pipe dreams. In a Hammock like this you can work up original thots—if you don't go to sleep.

Join our society of "Resting Americans." Me and Mark Twain are charter members. We rest as a protest against *Americana Hustle-arania*. We believe in poise and balance. No nervous prostration for us. Let the "other fellow" kill himself working—we will marry his widow and travel in Europe on his life insurance. Too much nervous energy is quite vulgar—very bad form. Be slow and fat, cultivate a smile, and the White House for yours.

MIKE.

If our salesman does not call regularly, write us.

BEHOLD!!

The interior of a complete high class modern factory.

It is here that the lumber is shaped which results in finished **Warren** store fixtures.

You ought to sell more hardware—and you can do it with the assistance of proper display fixtures. We know that our regular **Warren** shelving will help you, but if it does not altogether fit your particular case let us originate something special.



Whatever is best in machinery, skill and workmanship has been incorporated in this plant. Nothing has been omitted to execute fine work promptly and carefully.

Write for a Warren catalogue to-day
Let's play the selling game together.
It's your next move.

WHY LIVE IN A JUNK SHOP

all your life? Why not have decent surroundings? You will be dead a long time—that's a sure thing.

Warren's Shelving is like a good shave, or a clean shirt. It gives you self-respect. In a "**Warren Store**" you can ask the price for the goods and get it. In a **junk** shop all the goods are **junk**. They don't bring the price.

We have an expert at your service. Just write us that you are interested in "store reform."

MIKE.

Try a Mail Order.

The Gimlet

WE BUY BUGGY WHIPS BY THE CAR LOAD

BECAUSE we sell more Buggy Whips than any other jobber in the world.

BECAUSE the trade generally knows that we have the "Best Four" Whips in the world.

BECAUSE we carry the best assortments to retail at 25c, 50c, 75c, \$1.00.



Do you know WHY we sell so many?

—IT'S BECAUSE—

Our Whips are made right

Our assortments are selected right

Our Whips are bought right and sold right

If you don't control the whip trade in your town it's because you don't handle the "Best Four" in whip styles, whip values, whip service and whip sellers. They are our Phil-Bone, Raw Bone, Black Prince and Armor-Clad. Our "Best Four" Whips pay you a very satisfactory profit and are easily sold.

—Ask our salesman to show you samples or write us.—

WE DON'T BEAT 'EM ALL IN EVERYTHING

but we sure have the diamond hitch on the Whip business.

We don't carry a thousand kinds of Whips. We concentrate on four Whips. A 25-cent, 50-cent, 75-cent and \$1.00 seller. On these four Whips we are "IT" in Capital Letters. Send for a sample lot. If the goods don't stack up you don't have to keep 'em.

We do not buy Whips in car lots just to advertise the fact. We have the business and we got the business on quality at the right price. GET NEXT. MIKE.

If our salesman does not call regularly, write us.

DIAMOND EDGE LAWN MOWERS

EXTRA heavy
Cylinder
Blades giving
momentum to
reel, which
makes it cut
faster than other
mowers.

**Self Sharpen-
ing.** This feature
is especially
good. Construc-
tion of bed plate
is such that the
revolving blades
keep sharp all the
time.

Ball Bearing. Extremely simple in construction, very positive
and accurate in adjustment. Cones are turned from a bar of tool
steel and are very durable.

Fenders. There is a fender on the side plate of each wheel which
prevents grass from winding and clogging the Journals.



DIAMOND EDGE GRASS CATCHERS



Made with 12-ounce canvas sides,
22 gauge galvanized steel bottoms
that will not sag; supported by truss
rods not attached to the handles.

Instantly detached, or can be
emptied by dumping forward.

Fits both Diamond Edge and
Pennsylvania Lawn Mowers.

"IF" IS A LITTLE WORD

But "if" these Mowers were better known we could not get enough to
fill our orders. Every house is lucky on some lines. This is one of our lucky
lines—Diamond Edge Lawn Mowers. We have had our "Mower troubles,"
but NEVER with this Mower. We will be glad to send them out subject to
your approval.

We admit there are many good Mowers, but this one is "dependable"—
It will make you friends. Take my advice—"If you expect to stay in busi-
ness, never sell a man a poor Lawn Mower."

MIKE.

Try a Mail Order.

**WE ARE HEADQUARTERS FOR EVERYTHING
IN FRUIT CANNING HARDWARE**



Diamond Brand Fruit Press



Combined Fruit and
Vegetable Press



Sealing Wax



Fruit Jar Fillers



Sealing Wax Ladles



Fruit Can Tops
and Bottoms

NOW is the time to stock these goods. *Write for description and prices.*

A POSTAL WILL BRING A QUICK RESPONSE



The Gimlet

NAME REGISTERED



A MONTHLY MAGAZINE FOR
HARDWARE BOSSES AND THEIR CLERKS

Vol. II

MAY, 1909

No. 4

Address all Communications to
MIKE KINNEY, Teamster and Editor
c/o NORVELL-SHAPLEIGH HARDWARE CO.
SAINT LOUIS, U. S. A.

Subscription Price to Hardware Clerks,
To Hardware Bosses and all Others,

12 Cents per Annum
24 Cents per Annum

A GLANCE BACKWARD

An Essay on St. Louis in 1874

By MIKE KINNEY

Teamster and Editor

IN stirring the dust on some of my old books and papers I find a paper covered book—"St. Louis, The Commercial Metropolis of The Mississippi Valley,"—by L. U. Reavis, published in 1874. This was just six years before I started to haul hardware.

DE This book writes up the various trade interests of St. Louis. Probably the introduction to the Hardware

The Gimlet

Section may be more or less interesting, especially to the older members in the trade.

"THE HARDWARE TRADE OF ST. LOUIS

"For both the handling and the production of hardware St. Louis is most happily situated and is rapidly availing herself of her advantages. The regular growth of the jobbing trade is at the rate of about twenty-five per cent per annum, and this increase is maintained with a steadiness that proves that the causes for it are fixed and constantly operative.

"St. Louis is known throughout the Valley of the Mississippi as the closest market for hardware in the United States, and our merchants are therefore able to sell principally for cash, and 60 days' time. In the opinion of the country merchants the low prices in this market make it a more desirable point at which to buy than cities that give longer time.

"The year 1873 promised at one time to be the best ever known for this trade, but the hard times of the last three months left the aggregates about the same as those of the preceding year. The trade that was at one time lost to St. Louis is being rapidly recovered and new sections of country are being placed in a position that they can come here to supply their wants.

"Many classes of goods that were formerly made in the East are now produced by our own manufacturers who are able to compete with their Eastern rivals and will be each year in a better position to command and retain the trade that belongs to them. The small castings made here are now conceded to be as smooth and perfect as can be produced anywhere.

"A moderate estimate of the jobbing trade of the city may be stated at *four million dollars*.

"A list of the wholesale houses in this line may be put down as follows:

A. F. Shapleigh & Company
McCombs, Keller & Byrns
Julius W. Meyer
Rashcoe, Miller & Co.
Simmons Hardware Company
McLaren, Williams & Co.
E. Hilger & Company
Witte Hardware Company

Charles Hume & Company, a retail house, job considerable fine builders' hardware and Rubelmann & Company make a specialty of cabinet hardware."

DE It is evident from this article that the hardware merchants of St. Louis were up against some of their competitors in other cities who were giving long time. Therefore, in order to offset the long time, St. Louis gave low prices. I suppose the St. Louis merchants in that day wrote their customers the nimble penny was worth more than the slow sixpence.

DE The reference to "The trade that was at one time lost to St. Louis" no doubt applies to the business St. Louis lost during the war.

DE According to this record, there were eight wholesale hardware houses in St. Louis in 1874. To-day there are only three. McCombs, Keller & Byrns, Julius W. Meyer, Rashcoe, Miller & Company, McLaren, Williams & Company and E. Hilger & Company have all passed out of business.

DE Now, brothers, I am just a boy in years, my gray hairs are all premature, but when I glance backward to 1880 I am impressed with the fact that some few changes have occurred, even in the brief years I have been delivering hardware to the various railroad stations. Therefore, in an off-hand way, just from memory—because looking up records is too tiresome—I will pass you some of these changes that occur to me:

DE In 1874 the population of St. Louis was about 300,000. To-day the population is nearly 800,000. In other words, the city is almost three times as large now as it was then.

The Gimlet

DE All the wholesale houses in those days were "up-town." They believed in hauling everything. Having railroad switches to their warehouses and loading and unloading cars at their warehouses was an innovation unknown to the trade. That has all developed since.

DE The first hardware catalogue published in St. Louis was a paper-bound pamphlet, issued by A. F. Shapleigh & Company in 1853. It contained no illustrations. Two illustrated bound catalogues were issued by two hardware jobbers simultaneously in St. Louis in 1880. With one exception (a small and very incomplete bound catalogue) these two books were the first really complete and up-to-date hardware catalogues with illustrations, issued in the hardware trade up to that time. Markley-Alling & Company had the honor of issuing the first bound catalogue.

DE It is a sure thing that the hardware salesman of that day had an easy job to carry around such a small catalogue and sell such a short line of goods.

DE Changes in prices were sent to the salesmen on change sheets, written on a copying machine. Each salesman had to change his own prices in his catalogue. Sometimes they did it, sometimes they were too tired. Therefore, at the end of the year different salesmen with the same house had different prices—but that did not cut much figure in those days.

DE There is one thing sure, salesmen in those days were better posted on their goods than salesmen to-day. They knew their prices better and they knew their goods better. The

present system of loose-leaf catalogues, printing the pages and mailing them to the salesmen, saves a lot of time; it makes for uniformity; all the salesmen for a house have the same prices at the same time—but the job is too easy; it does not lead to salesmen becoming well posted. *We remember the thing we get hard.*

DE Well, there sure is some difference in the catalogue of 1880 and the catalogue of 1909. In those days, hardware houses carried only hardware. The wants of the people must have been few and simple.

DE Then I remember the Southern trade all came to St. Louis in the spring and bought all they thought they would need for six months. Then they came to St. Louis in the fall and bought all they thought they would need for the next six months. When the merchants were in town, then the town was lively. Offices and sample rooms were crowded. Salesmen not only sold goods to their customers, but they entertained them. The deep sea-going hack was in demand. Nearly everybody drank. It was a common thing for the clerks in the sample room to see both customers and salesmen so "tight" they could hardly navigate.

DE What a wonderful moral change in this respect has taken place!

DE That was before the days of the telephone or the typewriter. All letters and invoices were written out long-hand, and letters were few and short. The fair sex were never seen around a hardware store. In the wholesale districts a woman was a curiosity. To-day our stores are crowded with stenographers and copyists, and

The Gimlet

women are employed in almost every department.

DE With so many women around, eloquent and impressive "cussing" has also become one of the lost arts.

DE Somehow, when my mind wanders back to the past and when I think of those days, it strikes me we in the hardware trade have become powerful good. We surely have been hit by a moral wave.

DE I remember, in those days it was the fashion for the prominent merchants to dye their hair and mustaches. The fine work must have been done on Sunday, because they came down with renewed youth every Monday morning.

DE Then my boss used to wear a beautiful cluster of diamonds in his shirt front in the shape of a pin, and it had a little gold chain on it that disappeared into his shirt front. As a boy, I often wondered what he had the other end of that chain hitched to.

DE Boots at \$20.00 per pair were also fashionable, with peg-top trousers that were big at the waist and tapered down gracefully to a tight fit around the ankles.

DE You can complete the picture of the prominent merchant of that time by adding a slouch hat, carefully creased in the middle, a Prince Albert coat, turn-down collar and black snake tie. In fact, my friend, McCutcheon, of Chicago, hit off this gentleman of 1874 in his celebrated cartoon of "The Mysterious Stranger."

The Gimlet

DE Goods were usually sold on a year's time. In the spring, for instance, a merchant would buy on fall payment, which meant he would settle up when the cotton crop was marketed. As a matter of fact, terms seemed to be of greater importance to the merchant of that day than prices.

DE Business was very irregular. We were tremendously busy in the spring months and then there would be a long dull spell until fall trade opened. During these rushes of business everybody worked day and night. I can remember working every day in the week from a quarter past seven in the morning till eleven o'clock at night. This kind of work was killing. Only the strongest could stand it. The stock clerks drank whiskey just like the rest, and probably they needed it to help them stand the long hours of work and the tremendous strain.

DE Closing at noon on Saturdays was never heard of, and such a thing as a vacation, with pay, was a consummation beyond the wildest dreams of the employe of that day.

DE There were absolutely no sanitary considerations. There were a few dirty washbowls. After the first "wash rush" the single roller towel was a fright.

DE In winter time the offices and sample rooms were heated, but no one ever thought of heating a stock room. In the cold winter days the boys hustled to keep warm. I can remember the pleasant task of putting bucksaws together with the thermometer at zero. No one complained, as it was the regular and usual thing.

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DE In those days there were no electric street cars; neither did they heat the horse and mule car. A lot of hay was thrown down in the bottom of the car and passengers could keep their feet warm by mixing them up with the hay.

DE It was the style to build houses in long brick blocks, a la Philadelphia. These houses generally faced immediately on the sidewalk. Therefore the streets were nothing but long canyons of brick walls on either side. The streets were made of macadam. When it was dry and the wind blew, there were clouds of dust; and when it rained, the mud was ankle deep. Asphalt streets had not yet arrived.

DE In the hot summer, when these rows of houses got well "het up" it sure was warm. The prominent citizens along the various streets would peel off their coats and set on the front steps with their families, and watch the mule haul the "dinkey" cars up and down the hills.

DE Oh, it was a beautiful vista! Such things as green grass, or trees, or flower beds were not thought of for one moment. Still, there was plenty of land and ground was cheap, but there were no rapid electric cars.

DE Really, brothers, when I look back to the hardware business of St. Louis in 1880 and when I think of the people and how they lived in the city at that time, it strikes me we were just about one degree removed from savages. I suppose fifty years from now, when people look back upon some of the things we do and the manner in which we live, our successors will think the same way about it. Let us hope so! All these things go to show that the "world do move."

DE Now I hope you will forgive this irregular, off-hand, rough, but truthful account of the hardware trade in St. Louis during the seventies.

DE There is a good deal more I could write, but the printer's devil is at my elbow waiting for copy. We are making an effort this time to mail *The Gimlet* on the 15th of the month, and after this we hope to mail it on the 15th of each month. The printer's devil tells me he proposes to follow me around, asking for copy. Now, how can a man think real good and interesting "original thots" with a pie-faced, cross-eyed, knock-kneed printer's devil always following him around with his hands stuck out for copy?

DE This article on early St. Louis might have taken rank as a great piece of literature if I just had time to think a little bit about it, but every time I stop to think there is that printer's devil with ink smeared all over his ugly face, saying, "Mr. Kinney, the printers are waiting. Can't you give me some more copy?"

DE Well, maybe in some future number I will give you another account of my early experiences in the hardware trade.

DE In this number I wanted to run in a lot of illustrations, giving pen pictures of some of the hardware men of St. Louis in 1874, with pictures of some of the customers and also some of the salesmen of that day. I intended to write their names under the pictures. But I cannot do this and get the stuff to the printer's devil in time, so I will have to cut all that out.

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DE When this stuff is nicely printed in *The Gimlet* it sure does look easy—almost anybody could write up this kind of dope—but, brother, you just try it—try it when you have a lot of hauling to do. Just when you get a real good idea fixed in your mind, then some fellow butts in and says, "How about that load for the Missouri Pacific?" When you have shown him the load and try to think up that idea again, *where is it?*

DE I wonder if there is not some place somewhere where lost ideas congregate! I mean those fine and beautiful thoughts that come to you just as you rise to make an after-dinner speech, and that gently float out over the transom and never, no never, come back.

DE Well, I heard the president of the St. Louis Business Men's League say that St. Louis in shelf hardware, in heavy hardware and in railway hardware sells *forty million dollars*, (\$40,000,000) worth of goods every year—and he has a fair reputation for truth and veracity, which is saying a good deal for the president of any Business Men's League. That sure is a lot of hardware. *It equals the combined sales in the hardware line of any two other cities in the United States.*

DE I wonder why St. Louis sells so much hardware? I wonder why the business has grown so fast? You will remember in the article about St. Louis in 1874 it is stated the annual sales of hardware were *four millions*; to-day they are *forty millions*—a growth of ten times. And the business in hardware in this city is growing more and more every year. I wonder why this is? I guess the hardware service in St. Louis must be about right—I guess the goods must be about right—and I guess the prices must be about right.

DE St. Louis sells hardware, cutlery and sporting goods all over the United States. Orders from Wisconsin and Michigan touch elbows with other orders from California and Texas, and orders from Alaska and Oregon rub noses with other orders from Pennsylvania and Florida.

DE I guess there must be some reason for this. I guess the jobbers in hardware in St. Louis have set a pretty good pace for the whole country. I guess they have developed just a few new and "original thots" in the hardware business. I guess they have led and others have just followed.

DE When I come to think it all over, the past generation has produced some "live wires" in the hardware business in this city.

DE Now I wonder if the next generation will keep up the pace. I guess they will. I guess there are a few more ideas in cold storage waiting to be served at the proper time.

DE And thinking it all over, it seems to me that the great business in the hardware line that is done in this city to-day, is being done better and easier than the business in 1874. I guess there is not quite so much night work. I guess employes are treated better, and have more air and more electric fans in the summer-time, and more light and more heat in the winter time.

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DE Yes, I guess the situation all 'round is better than it was when I started to haul hardware. And maybe the hardware merchants of St. Louis have done their part to elevate the standard of the hardware business in this country. I hope they have, because, after all, there is more in business than simply making big sales and earning dividends.

DE Some of these days, maybe, I will write another article and tell why I think St. Louis, for more than a generation, has led the hardware jobbing business of the United States.



DE When we remove our hats we uncover the best territory for us to work upon.

DE Some salesmen remind me of the definition I once heard of a cyclone: "Begins nowhere; has nowhere to go; but is in a devil of a hurry to get there."

—Push.

BUSINESS AND SOCIETY

An Essay

EXPERIENCE of the ages leads to the conclusion that business and society don't mix.

DE Business is the high art of accumulating money. Society is the gentle art of spending it.

DE The amenities of a careful social training do not make for business. The asperities, and time-saving methods and directness of a business training, lead not to social success.

DE Society people are sociable. They cultivate the art of conversation. Like monkeys, they train in bunches.

DE Business men, like beasts of prey (like the lion, for instance), hunt alone, or with a small number of their own kind.

DE Stockbrokers are often seen in society—but they are different. At the same time they are in society they are also in business.

DE Late suppers agree with society. Early rising agrees with business.

DE The sons of business men, after going through college, generally merge into society. The sons of society men, to recoup the family exchequers, generally go into business.

DE A successful business can afford just one society man. The successful society man needs the background of at least one good business.

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DE In a small town where there is good society, there is seldom good business. In a small town where there is good business, there is seldom good society.

DE Business is utilitarian; often ugly, but creative. Society on the surface is beautiful and gentle, but beneath the surface it is decadent.

DE Business works with fellow employes and helpers. The social line is not drawn in a successful business. Society, on the other hand, draws the social line and works with servants and flunkeys.

DE When a town brags about its good society, check your sample trunks through.

DE When a town brags about its good business, pack up your crush hat and dress suit.

DE In business, men measure their wits with other men, and so their powers are developed. In society, women escape from the routine of home life and develop their powers.

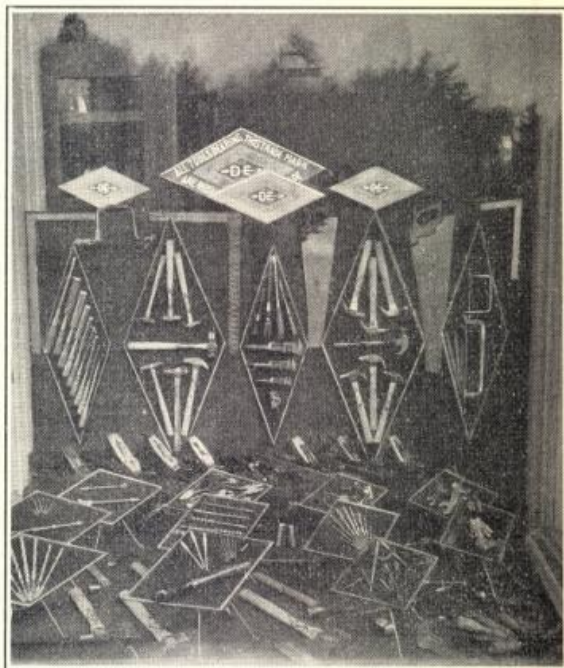
DE The society man seldom or never is of any assistance to his wife, but the society woman is often of substantial help to her husband.

DE CONCLUSION: It is the part of wisdom to have your daughter marry a good business man. But see to it that your son marries a popular society woman, especially if her father has been a successful business man.

Original—thot out by

Mike Kinney

Teamster and Editor.



Diamond Edge Show Window Display, by A. HOOD & SONS, Columbus, Kan.

Here is a very good-looking DIAMOND EDGE show window. In black and white we cannot give the fine color effects. The backgrounds of the diamonds were different colors.

The DIAMOND EDGE Trade Mark has not been changed since 1843. Goods under this Trade Mark have been sold continuously, without a single break, for 66 years.

Every Tool or piece of Cutlery bearing the DIAMOND EDGE Trade Mark is fully guaranteed—a REAL guarantee, the kind without an argument—if not satisfactory just take back.

Then when a dealer sells these goods in earnest we give agencies. Say, brother, aren't you tired competing with everybody in your town on the same brands of goods? If you are, just drop us a line.

MIKE.

DIAMOND EDGE ROL

THE COMPLETE OUTFIT

Consists of triple silver plated frame and handle, triple silver plated stropping handle, and twelve sharp hair-tested ready-to-shave blades, all packed in a neat velvet and silk lined, full leather case.

CONSTRUCTION DIAMOND EDGE

Carefully tempered
Extra high quality
Wide bevel
Hollow ground
Blade

Roller Guard

Carefully tempered
Extra high quality
Wide bevel
Hollow ground
Blade

Complete with
stropping device
and twelve sharp
hair-tested ready-
to-shave blades.



Price,

THE NEW S

If our salesman does not call regularly, write us.

ROLLER GUARD SAFETY

OF THE NEW IDEA

Roller Guard Safety



Steel wire locking device. (No screws to set or lose).

Receptacle for lather.

Blade corners protected

Open spaces between roller and blades—no clogging—easy cutting—blades do not rest on guard

Handle and Frame Triple silver plated

The roller and the blades do the work

Outfit complete packed in a velvet and silk lined leather case

Extra blades
75 cents per doz.

\$3.50 each



THE BLADE
Actual Size



Dealers will be supplied with booklets, advertising signs, show window displays, selling helps and other advertising matter.

Write us to-day for further information and prices, or consult our salesmen.

Order samples now, and crow over the fellow who is less awake than you are.

To Act at Once is Wisest

SAFE RAZOR

Try a Mail Order.

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The Most Difficult Thing to Make About an Axe

By C. W. HUBBARD, Jr., President,
The American Axe and Tool Company, Inc.,
Glassport, Pa., U. S. A.

Dear Mike :

If, according to the Theosophists, you had lived thousands of moons ago, and had put the above question to our fig-leaf and skin-clad ancestors, and especially the good "house-wives" of that age, the reply would no doubt have been that they found it **THE MOST DIFFICULT THING TO MAKE** "the old man" discontinue playing "duck-on-a-rock" long enough for him to hunt up a suitable wedge-shaped stone from which the axe could be made.



C. W. HUBBARD, JR.

DE Thinking of these "old timers" and their axe-making difficulties, I am reminded, Mike, to inquire whether it has ever occurred to you what an important part the axe has really played in the shaping of the world's history; how it has actually been the first known tool, and its activity as a pioneer of civilization, blazing the trail, clearing the forests for the farms, providing lumber for the construction of log cabins, building cities and empires, and, by way of a change, but unfortunately not quite so pleasant, especially for the "other fellow" its use as a weapon in the wars of the Dark Ages; and, confidentially, Mike, it has always been my private opinion that it was an axe instead of a hatchet that was mixed up in that little Cherry Tree episode.

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DE In the days of the "skin-clothes" the rough stone-axe was considered a very handy little tool to have around, and its users were not particular whether it had a Hickory, Octagon-shape, Scroll-end, Ebonized, Parlor-finish handle. In time it was discovered that a sharper axe could be made of flint, lashed to a crude handle by thongs of tiger skin. I would not be so sure of the "tiger" part, for that is merely tradition, and this article is one of absolute fact.

DE After this, metals (copper and iron) were used. Then axe improvements came by leaps and bounds. There was always one difficulty or another to be contended with, but there was always the man and a method by which it could be overcome.

DE In the present age, we find, among other axes, one hollow at the Waist-line, Side-bevels, Concave-fronts with a "DIAMOND EDGE" seal, guaranteed to curve and chase any and all kinds of "chips from the old block."

DE An axe looks like a simple thing, and as a matter of fact it is not nearly so complex as a human being, but, like him, its character is denoted by its TRUE, EVEN TEMPER.

DE As in most manufacturing industries the one devoted to axes has kept pace (and it has been "going some") with the Progress of the Times, and looking at our axe of to-day one cannot conscientiously suggest any direction in which improvement could be made. You can't improve The Best, with its poll or body of soft steel, the eye of which is punched or pierced

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from the solid bar, giving perfect construction and free from imperfections or defects, such as miswelds or split eyes, which are so common in the methods of other makers who turn and weld the steel bar to form the eye. The bit, or cutting blade, is of the best Silver Crucible Steel, thoroughly refined and brought down to the proper degree of temper by our electrically controlled system of tempering that gives the axe its toughness, character and individuality.

DE But, as to THE MOST DIFFICULT THING IN MAKING AN AXE. We probably all have had difficulties at times in some of the various departments, whether in the forging, grinding, tempering, or following the models of the Distributor's Fashion Plates and clothing them in Robes de Luxe, or a Rainbow finish, packed in individual dress suit-cases and engrossed by "Jim, the Penman" with inverted monograms and crests; but like all other things that have to be done, they *are* done, although some times they seem a wee bit overdressed; so is it any wonder that often the manufacturer can not recognize the "Pride of his Family?"

DE For the quiet and simple life we have the "NEWBORN," christened by you, Mike, "The Idiot Child," which is anything but mournful despite that it still wears its coat of black and, unlike the Devil, is not as black as it is painted, but is one of those fellows who "does not want to be an angel when he can make a living at something else." Neither is he out for a scrap, for "PEACE hath its VICTORIES no less than War," and it does not have so many monuments to unveil. It was not welcomed by the manufacturers nor with outstretched arms by the jobbers. WHY?

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DE With all this it continues to hew a reputation for itself scattering the chips freely as it passes on its way through life, and never crying for soft wood. It is made from one solid piece of Forged Tool Steel.

DE Lest we forget, my dear Mike, this brings me to the answer to your question, which I might have shot into you at the start:

DE THE MOST DIFFICULT THING TO MAKE ABOUT AN AXE—IS PROFIT!

DE Of course it has to be done, and it *is* done, but then with your good-natured "punches" in *The Gimlet* to educate the consumer in appreciating the full value of the Punched Eye, the problem should be solved.

DE "Where ignorance is bliss 'tis wise to be foolish."



DE Just to do our common ordinary everyday duties of state uncommonly well; just to be helpful in little by-ways of life; just to keep one's spirit always calm—that is an ideal as noble as it is difficult.

DE He is a wise man who grasps at the good, though small, which the present brings. Pure delight in little things is the mark of greatness.


Diamond Edge Window Display

Written for *The Gimlet* by our Head Porter

THE Show Window provides the average hardware merchant with an economical medium by which he can advertise his stock to advantage as well as profit. While show windows are not necessarily the best advertising medium, they can be made most effective and one that produces almost immediate results in the way of inquiries as well as sales.

DE If there is any hardware merchant who has any doubts about window displays, let him try the experiment of making this Diamond Edge Safety Razor Display. We are quite sure the results will be gratifying as well as profitable.

DE The illustration on next page is a suggestion for a show window given entirely to the display of Diamond Edge Roller Guard Safety Razors.

DE In making this display, empty Diamond Edge Razor Boxes are grouped in the form of a Diamond outline:  This Diamond outline can be made any size, and of course can be made different heights.

DE The empty boxes serve as so many bricks and after building the Diamond outline to the desired height, a display board, containing a

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large Diamond Edge colored Trade Mark in the center is placed on the top, on which is then grouped the complete razor outfit, i. e., the razor in case—two extra razors one on each side of the case—the stropping handle and the blades and blade packages.

DE In the background is placed a large Diamond Edge Roller Guard Safety Razor Window Poster with lettering as indicated. One of these posters can also be draped on each side of the window, giving a more exclusive and attractive effect. The various display cards speak for themselves. The empty boxes bear our regular labels and the bright colors, showing the



Diamond Edge Trade Mark, etc., help to lend color to the display.

DE Perhaps the strongest feature of this display is its simplicity and the fact that it

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lends itself to any size window and can be extensively elaborated.

DE The Diamond outline should be made as near as possible in proportion to the size of the window. This is a change from the customary window display and we believe will prove entirely feasible and convince the average hardware merchant of the merits of an attractive ONE LINE display of Diamond Edge Roller Guard Safety Razors.

DE To encourage this form of advertising, we will ship with each shipment of Diamond Edge Safety Razors a sufficient number of empty boxes, together with three large Window Posters, a 32-inch Diamond Trade Mark in colors and a supply of Window Cards, so that all the dealer has to do when he unpacks his shipment of razors will be to place this display in his window.

DE This article is merely to suggest the idea of a Diamond Edge Window Display and to show how easy it is to construct one. We furnish everything that is necessary, and while it may take a little time and care to drape the window properly, we believe the results in extra razor sales should more than recompense.



HE BELIEVED IN HIS GOODS

Salesman for soap firm was endeavoring to secure an order from a grocer. Salesman was persistent. Groceryman was stubborn and would not buy. Soap man kept after him. Met every objection raised by merchant. Answered objection on price. Met objection on time of delivery. He was ready with an answer for everything. In despair groceryman finally blurted out, "Your soap is not clean." "Not clean? Not clean?" shouted the salesman. "Our soap not clean? Why, it is clean enough to eat." Quicker than a flash he seized a cake, bit off a huge piece and began to chew it. He got the order.

KINNEYISMS

DE When you feel you have lost all the friends you had on earth, take a cold bath and rub down hard with a rough bath towel. Your friends will all return to you.

DE The head of a business should do more watching than working. You can hire men to do the work.

DE Every business needs initiative. When there is nobody to "start things" then the business is on the toboggan.

DE A most valuable trait in any business man is the ability to stop some things *before they happen*.

DE If a salesman was constantly beaten at the game of chess he would decide he was a poor chess player. But when he is constantly beaten at the game of selling goods it never occurs to him there is anything wrong with the quality of his salesmanship.

DE Did it ever occur to you to ask yourself this simple question—"Can I do any one thing better than anybody else I know."

DE Said the retail merchant to the jobber, "I have never bought from you before." Said the jobber in answer, "I am glad of it. If it were not for people like you our business would not increase."

DE Said the retail merchant to the jobber, "Now tell me honestly, is your line better than your competitor's line?" Said the jobber in answer, "I will tell you truthfully just what I think. In some towns our line is the best, in other towns our competitor's line is the best. The quality of a line depends largely upon the selling ability of the retail merchant behind it.

M. K.

REFLECTIONS

An Essay About Nothing in Particular

THIS is a queer old world. It is a tragic comedy, or a comic tragedy,—I don't know which.

DE Well, we are all here—that's sure. And we can't stay—that's sure. And how the time does pass!

DE We look at the other fellow's hair, and it's turning gray; we look at his eyes, and there are crowsfeet. And just yesterday we were playing "hookey" from school together.

DE Some are gone—yes, quite a few are gone; just one at a time, here and there.

DE What's the answer?

DE I don't know.

DE But I do know that Spring is here.

DE I know the touch of joy that comes with the annual resurrection of the world of nature. I hear the birds. I see the fields and flowers. I feel the soft breezes.

DE The God who brought this Spring to pass is a God of beauty and a God of love.

DE This I know.

DE Then I look around at the men in the world. At all the oppression of their fellows. At their blind fear. Fear they will lose their money. Fear of sickness and death. Fear to say the real thing they think in their hearts.

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DE Armies and navies; nation arrayed
against nation; town against town; merchant
against merchant.

DE In my own heart, these things make fear. I feel
the uneasiness and restlessness of the world of men.
How busy we are! How important the success or
failure of our plans.

DE See those ants over there on the sidewalk?
How busy they are, too. I guess they must
have great responsibilities on their shoulders.

DE As I write the clock ticks; the moments
are being measured off. The human mind
staggers before the mystery.

DE This creed and that creed come with their little
yard sticks to measure the problem.

DE Where is Ra? Where is Isis? Where
are the Gods of Rome, and Greece? Where
are Thor and Odin? Where are the millions
that worshipped at their shrines?

DE I do not know.

DE But here around us are living men and women.
We touch elbows. We are here a little while together,
and then comes silence. They make our world. We
make their world.

DE Then, with the mystery all around us,
why not be kind? Why not be gentle? This
would make a heaven on earth.

DE This I know.

Original—thot out by

Mike Kinney

Teamster and Editor.

TRAINING FOR SUCCESS

Written for *The Gimlet*

By A. F. SHELDON, President,
Sheldon School of Scientific Salesmanship

THIS matter of intelligence, this question of the difference between the grades of people in every vocation, from the standpoint of efficiency, is something that I believe to be of interest to every man who thinks about his work. For all these people are divided into four classes.



A. F. SHELDON

DE First, there are the indifferent, the "I-don't-care" fellows, the fellows who are just in it for the ride. They generally have a wishbone where the backbone ought to be. They are wishing for success, or think that they are, or think that they think they are. But they are not willing to pay the price. Their emotions, or feelings, generally rule both the intellect and the will, and usually the body as well.

DE Next above these comes the student class, those who recognize life as a serious problem, although usually not as a solemn problem. They are students of the question of success and searching for its truths in nature, in books, in men, in environment, in statistics, and things.

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DE Next above that class come the adepts, those who become truly proficient in their work, who look to the details as well as the larger problems, and who generally become managers, proprietors, etc.

DE Finally, at the top stand the masters, those who have really mastered their calling. With such men the intellect rules the will, sensibilities or feelings, and the body. With them the spark of individuality which men call the ego is master, the better man is boss.

DE And the reason there is so much room at the top is because there are so few masters; but no master ever became a master until he was first an adept; and no adept ever became an adept until he was first a student; and no student ever became a student until he aroused himself from the lethargy of "I-don't-care" and crawled out of the ditch of "What's-the-use."

DE Remember that the road to mastership is the development of the positive faculties and qualities. Every normal man is all right if he just brings out the almighty allrightness.

DE Train the body—develop its positive powers—that you may become a man of endurance.

DE Train the intellect—train yourself to think, remember and imagine to the fullest limit of your powers—that you may develop your intellectual capacity or ability.

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DE Make the emotive element, or the feelings, positive rather than negative, that you may develop more and more reliability.

DE And, finally, train the will that you may act with promptness and decision, and that you may also make the will the ruler in the mental and physical parts of your nature.

DE Remember that the reason that most men do not accomplish more is because they do not attempt more. Remember, too, that genius is only energy intensified. And, remember that if you are in trouble and want to find the fellow that's to blame for it, look in the looking-glass.

DE I am of the conviction that no man can achieve real and lasting success unless he is continually a student—unless he cultivates the study habit.

DE Occasionally I hear people say that they have no time for study—that they are very busy; and that makes me glad, because I know that it is the *busy people* who really accomplish things in this world, and that when those people do come to see consciously the necessity for study, they achieve greatly.

DE As a matter of fact, we each of us have all the time there is. As to how much we can accomplish in a given time depends more than anything else upon how well we are able to utilize the time, and that depends more than anything else upon the condition and capacity of this human engine of ours. So far as human engines are concerned, of course there is some difference in capacity, but capacity depends

almost wholly upon self-development. It depends infinitely more upon training than it does upon natural gifts or "natural-bornness."

DE Every normal individual, if he will but develop his normal capacities and make it his business to do that, can make of himself a mighty engine of production. And this is true, whether early education advantages have been plentiful or scarce. What we all need is more faith in self, more faith that we can develop capacity.

DE A man is made after he is born. He begins with little faith—he develops great faith; he begins with little courage—he develops great courage; he begins with little intelligence—he develops great intelligence; he begins with little strength—he develops great strength; he begins with little love—he develops great love; he begins with little business—he develops a merchant prince.

DE All men are natural-born.

DE But watch the natural-born man who has cultivated the study habit. With it comes the ability to analyze his own character and personality, and to consciously watch its development. How quickly he passes by his fellows! Ere long, we see him on the mountain tops. The cream of the business world is bound to rise. It won't stay down.

A. J. Sheldon

An Essay on Concentration

A Nature Study

WHENEVER Nature wants to really accomplish anything, then she CONCENTRATES. For instance, take a cyclone. That is nothing but concentrated wind. A gentle spring zephyr just floating around generally without any particular aim or object never attracts much attention; but let a few of these zephyrs get together and decide to do business, then look out!

DE Nature is a pretty good teacher. If you and I have been doing the gentle zephyr stunt, suppose we CONCENTRATE our energies on one job and see if we cannot break something loose.

DE It is wonderful what people can do when they CONCENTRATE on one thing. Take, for instance, the Gillette Safety Razor. The razor itself, of course, is all right, but it would be absolutely nothing without the tremendous concentrated selling energy that has been put behind it. The Gillette Sales Company deserves as much credit for selling the goods as the Gillette Manufacturing Company does for making them.

DE How many similar examples of successful CONCENTRATION could be cited! Nevertheless, in every town you will find hardware merchants diffusing their energies by selling many different lines—several brands of pocket knives, several brands of shears, several brands of tools, several brands of builders' hardware.

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What a tremendous waste of energy and power!

DE Now, brother, if you sell a pair of **DIAMOND EDGE** Shears, the lady who buys them will look at the brand and the trademark etched on the blade, every day. She cannot forget the brand of the very satisfactory shear she uses. She will praise that brand to her husband. The growing children will know and appreciate the brand. Now, if you carry **DIAMOND EDGE** Tools, the sale of Diamond Edge Shears will advertise all of your Diamond Edge Tools. Or, on the other hand, if the husband buys a **DIAMOND EDGE** Hand Saw it will advertise your Diamond Edge Shears.

DE Follow in the footsteps of Dame Nature and you will always be safe. If you want to be just a gentle zephyr without any strength or force, then scatter and diffuse your efforts. If you wish to put strength and power back of your work, then **CONCENTRATE** your efforts. **CONCENTRATE** on one line of goods—train your clerks to sell that line—advertise that line—make your store recognized in your community as headquarters for that line.

DE Of course the trade papers do not believe in this proposition. They gently knock it on every occasion. It means less advertising. Our good friends in the trade press are right most of the time—let us say fifty-one per cent of the time—but when they take up their pens to write about **SPECIAL BRANDS** they are not impartial witnesses; the court should excuse them from service on the jury.

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DE Now I guess I have gotten *The Gimlet* into trouble. I am so sorry, because, by nature, I am a gentle and peace-loving individual. All right, brothers of the trade press, come along with your hammers.

Original—thot out by

Mike Kinney

Teamster and Editor.



EEN NAPOLI

T. A. DALY

In Catholic Standard and Times

HERE een Noo Yorka, where am I
Seence I am landa las' July,
All gray an' ogly ees da sky,
An' cold as eet can be.
But steell so long I maka mon',
So long ees worka to be done,
I can forgat how shines da sun
Een Napoli.

But O! w'en pass da boy dat sal
Da violets an' I can smal
How sweet dey are, I no can tal
How seeck my heart ees be.
I can no work, how mooch I try,
But only seet an' wondra why
I could not justa leeve an' die
Een Napoli.

MARKET REPORT

EDITED BY MIKE KINNEY
TEAMSTER AND EDITOR

NAILS AND WIRE—On May 1st, the anticipated decline in Nails and Wire went into effect. As the advances on Barbed Wire were changed, the decline was greater on Barbed Wire than on Nails. The market has been weak for some time past. As we reported before, concessions were becoming very common. At this writing it is the prevailing opinion that this substantial cut in prices will steady the market on these goods. None of the mills will accept contracts on Nails and Wire, and quotations are only made for prompt acceptance—with specifications—for immediate shipment. We consider Nails and Wire a safe purchase at prevailing prices, with the possibilities of an advance in the near future.

GALVANIZED WARE—On Tubs and Buckets prices have gone to pieces and these goods are being quoted lower than any figure since 1904. They are on the bargain table and are a good purchase.

WIRE CLOTH—No change in price. Sales are from stock. Jobbers are drawing from all sources to secure a supply. Leading and well-known brands are scarce and in demand. Brands not so favorably known are being substituted.

POULTRY NETTING—Market quieting down. Diminishing demand from stock.

STEEL GOODS—Demand for these goods also diminishing. The greatest demoralization in Steel Goods the past season was on Cotton Hoes in the Southern States. These goods were generally sold by jobbers without any profit.

BOLTS—Market firm, with the appearance of an understanding between the manufacturers.

SCREWS—Market tight and evidence of manufacturers' control, the situation being fixed for some time to come.

SCREEN DOORS—Moving in steady volume in small lots from jobbers' stocks. Screen Door business this year has been much better than last. Collective cars very well and satisfactorily handled by the large interests in this line.

ICE CREAM FREEZERS—Business in this line reported very slow. Stocks probably carried over from last year by the retail trade. Cheap tin Freezers on the market.

BUILDERS' HARDWARE—Business exceptionally good. In the West there is considerable building, which helps this line.

ENAMELED WARE—High grade Enameled Wares holding their own. High grade not affected by declines on Enameled Ware of poor quality. On the higher grades dealers will not have to take any loss on account of lower values.

AXES—Current business for spring demand over. Buying for fall sales now general. An interesting feature of the market is in

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the fact that the retail trade will not buy liberally of cheap grades offered, the great volume of sales being on first grade Axes.

JAPANESE POLES—Japanese and Bamboo Poles are scarce and will be scarcer and higher priced before the season is over.

HAMMERS—Market firm and situation well controlled.

FILES—Market steady, without any changes.

LANTERNS—Jobbers' special brands are cutting a large figure in the Lantern situation. A large part of the fall business has already been placed.

TINWARE—Open market, with a free-for-all fight. Dealers should carefully watch sizes and quality. Tinware sizes are shrinking like a \$4.99 suit of clothes in a rainstorm.

RAZORS—American manufacturers seeking to have the duty raised from 55 to 100 per cent. They also ask all foreign Razors not only be stamped with the name of the country where made, but also with the name of the maker. The Razor industry is a very small affair in this country. Most of the goods produced on this side are machine ground. Foreign Razor grinders are well paid and the attractions have not been sufficient to bring them over to this country. It would be interesting at the retail hardware conventions if someone would read a paper giving some of the figures in the present and proposed tariff schedule on Razors, Pocket Knives and other goods in the cutlery and hardware lines.

The **DIAMOND EDGE** Safety Razor, manufactured under an entirely new principle, is being placed on the market. It has been carefully tested and will mark a new departure in the sale of Safety Razors.

SUMMARY

Condition of business very spotted. Generally speaking, in the agricultural districts business is good. In towns depending upon manufacturing business continues very dull. The Prosperity Movement seems to have become sidetracked. The carload of prosperity due the manufacturers has not yet arrived.

Many jobbers in the East report business is not as good as it was last year. There is considerable complaint from Louisiana, certain parts of Texas and other Southern States. On the Missouri River and in the West and Northwest quite generally reports are favorable. Rain is badly needed in Western and Central part of Texas.

Money seems to be plentiful and rates of interest are low. Bank deposits in our city all show increases.

Notwithstanding complaints of hard times, the automobile manufacturers are loaded up with orders and horses continue to disappear from our streets. Nevertheless, prices of horses do not go down and the supply of good horses does not equal the demand.

I guess we might as well say, like the other trade papers, that trade is waiting on the tariff legislation. When this is settled we will hunt up some other good explanation why all of us cannot get down to business at 10.00 A. M. in a \$6,000 car with a \$125 per month chauffeur.

MIKE.



FOR SALE

A \$6,000 stock of hardware in the Coeur D'Alene mining district. Railroad just completed. Only hardware store within 20 miles. Address Luella E. Northrup, Murray, Idaho.

Hardware, general merchandise and machinery stock, invoicing about \$8,000. Located in good Oklahoma town. Will also sell or rent two-story 50x120 brick building. Good schools and churches. Address *The Gimlet*.

Splendid opportunity to purchase a \$5,000 stock of hardware and crockery in a Southeast Georgia city. Population 12,000. Owner desires to concentrate his efforts in other business. Address *The Gimlet*.

A stock of hardware invoicing about \$3,000. Located in best agricultural district in Miami Valley. Good reasons for selling. Address Kimmel Brothers, Brookville, Ohio.

A stock of hardware and furniture invoicing \$5,000. Located in a good town in the Indiana corn belt. Good reason for selling. Address *The Gimlet*.

A \$10,000 to \$12,000 hardware stock in Northern Illinois. Splendid location and doing good business. Address *The Gimlet*.

On account of wife's health, owner will sell a \$10,000 hardware, furniture and undertaking business. Also a stone building 50x100, with ironclad wareroom 24x48, two stories high. Will sell together or sell stock and rent building. This is a well established, profitable business. For further particulars address O. S. Tate, care of Tate & Brockman, Vian, Okla.

A stock of general merchandise invoicing between \$4,000 and \$5,000 in a small country town 15 miles from a railroad. Is the only store in town and is doing a good business. Located in a rich farming country. Poor health reason for selling. Address Fred. Benage, Toronto, Mo.

A clean stock of hardware invoicing about \$3,000. Located in county seat in Northeast Missouri. In a fine farming and stock raising country. Good reason for selling. Address *The Gimlet*.

A stock of hardware and implements invoicing \$5,000. Located in a good Eastern South Carolina town of about 1,000 population. Also a two-story brick building. Owner will sell separately. Address *The Gimlet*.

A good stock of hardware, stoves and tinware invoicing about \$2,800 to \$3,000. Also store building, 60x24, covered with steel roof and metal sides and ceiling. A splendid opening for the right man and best of reasons for selling. Address Kenneth B. Craig, care of W. D. Craig & Sons, Coulterville, Ill.

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BUSINESS OPPORTUNITIES

A splendid long established general merchandise business in a thriving Kentucky town. Stock is clean and up-to-date and will invoice about \$7,000. Also a large store house and dwelling combined. Good business location. Annual sales about \$35,000. Owners prefer selling, but would consider exchanging stock of goods and building for good income property. Reason for selling, press of other business. State full particulars in first letter. Address Box 25, Gleandean, Ky.

Stock of hardware invoicing \$8,000. Business established for twenty-five years. In good location. Will sell for cash or trade. Address *The Gimlet*.

Here is an opportunity to secure one of the best established and most prosperous retail hardware businesses in Oklahoma City. Store is located in the heart of the best retail district. Stock will invoice \$20,000, but can be reduced to \$10,000. A man with \$10,000 cash can handle this proposition to good advantage. Interested parties should address the W. P. Dilworth Hardware Co., 129 Main Street, Oklahoma City, Okla.

Hardware and general merchandise business located in Southern Missouri desires partner with from \$3,000 to \$5,000 cash to invest. A good business is already established. Sales average \$15,000 annually. Need more help and more capital. Address *The Gimlet*.

Hardware, vehicle, harness and implement business, situated in Greer county, Southwest Oklahoma. Business is well established and paying a good margin of profit. Annual sales \$50,000 to \$60,000. Present inventory \$15,000 with absolutely no dead stock. Splendid reasons for selling. This is a most exceptional opportunity. Address *The Gimlet*.

A \$10,000 stock of hardware, stoves, tinware, wagons, buggies, implements, and in fact everything a farmer wants to use. Present owner is 76 years old and wishes to retire. Has been in business at the same stand constantly for 50 years, with no opposition. Business located in Arlington, Bureau county, Ill. A rich farming community; has good schools and three churches. Owner will also sell buildings or rent them. For further particulars address Michael Young, Arlington, Bureau County, Illinois.

POSITIONS WANTED

Clerk with good education desires position in some first class hardware store. Can furnish first class references. Address Gooch & Buchanan, Eolia, Mo.

A young man who formerly traveled for us desires to secure a situation in a retail hardware store. Has had four years' experience, can furnish good references. Address *The Gimlet*.

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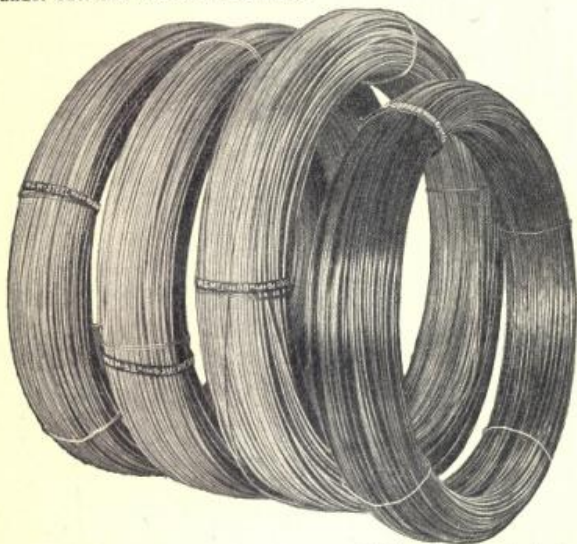
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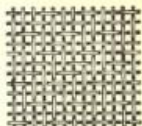
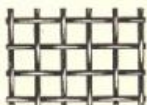
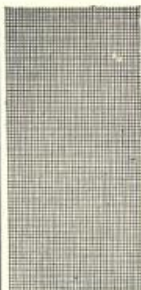
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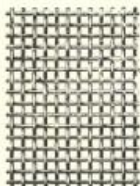
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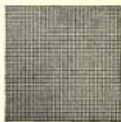
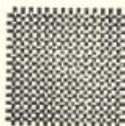
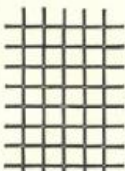
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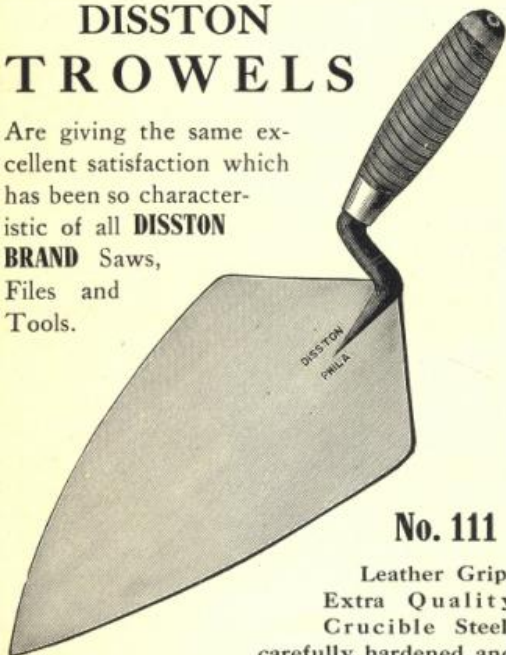
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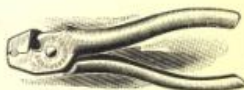
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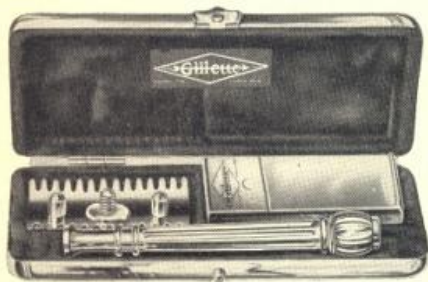
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Many Gillette owners (there are 2,000,000 of them in this country) will undoubtedly want one.

This new Gillette is going to be a big trade maker. A lot of people are going to visit the Gillette headquarters in your town. Will they come to your store?

The pocket edition comes in an assortment of cases from gold to gun metal. The razor (handle, guard, blade-box) is made in heavy gold-plated or triple-silver plate. Don't forget the income from the trade in Gillette blades.

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Gillette Safety Razor

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Last month we gave a few reasons why THE IRON AGE is necessary to the progressive Hardware merchant.

This month we want to refer briefly to a new feature which has recently been added. It is a QUESTION BOX for the discussion of questions which arise in the practical conduct of the Hardware business. The purpose of this department is the interchange of the views of our readers on the various subjects presented for discussion, to which in some instances may be added editorial comment.

The Hardwareman's edition of THE IRON AGE at ONE DOLLAR A YEAR is the best and cheapest weekly trade paper ever published. Besides the Current Hardware prices and the Market Reports, each issue contains a large amount of other information, including the Question Box, which the up-to-date Hardwareman cannot afford to miss.

Sample copy on application.

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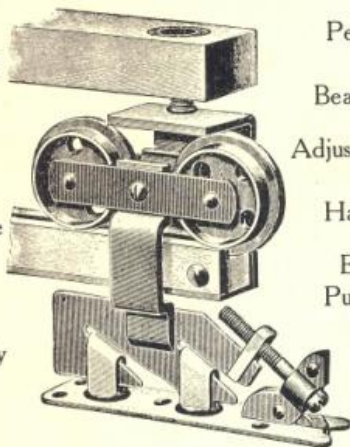
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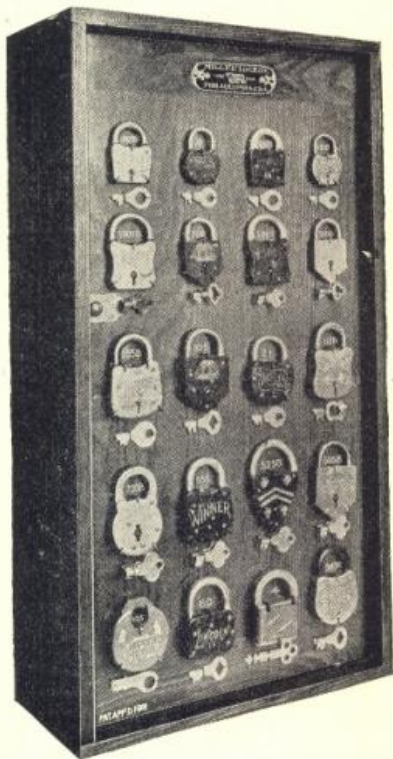
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